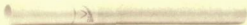


***In a world full of smoke-alikes,
Parliament's new 100 millimeter
cigarette offers a difference
that means something.***



This remarkable recess.

You know the way to win in this competitive world is to offer something very good and very different.



Parliament's recessed tip recessed filter
is a significant difference from other tips.

That we can do. When you smoke our new Parliament 100, you smoke the only extra-long cigarette with the recessed filter. The filter is tucked inside a tip that feels firm and fresh to the end. You never taste the filter, only the flavor.



If you bring a sense of logic as well as a sense of pleasure to smoking, you're bound to appreciate the new Parliament 100.



An inner portion of charcoal
granules for even smoother flavor.

Now there are two Parliaments. Extra-long with charcoal. Or regular king-size.

